

### REMARKS

Applicant respectfully requests reconsideration and allowance of the subject application. Claims 9-10 and 20 have been canceled. Claims 1-8, 11-19, and 21-51 are pending, of which claims 1, 7, 11, and 19 have been amended.

### Allowable Subject Matter

Claims 21-38 have been allowed, and Applicant appreciates the indication of allowability. Applicant believes that claims 21-38 are allowable because the prior art fails to teach, anticipate, or render obvious the invention as claimed. Claims 21-38 remain unchanged and are in condition for allowance.

### 35 U.S.C. §102 Claim Rejections

Claims 1-20 are rejected under 35 U.S.C. §102(b) as being anticipated by U.S. Patent No. 4,984,683 to Eller (hereinafter, "Eller") (*Office Action* p.2). Claims 9-10, and 20 are canceled. Applicant respectfully traverses the rejection.

Claim 1 recites a label display system comprising "a foldable label base attached to a portable computing device to display labels", and "a label display cover configured to engage the portable computing device and secure the foldable label base in the folded second position into a recess in the portable computing device."

Eller describes identification jewelry that contains identification of a wearer of the jewelry. The Office refers to Eller, Fig. 1 as disclosing a medical history sheet 14 that appears to be foldable within a locket 10 (*Office Action* p.2). However, Eller does not show or disclose "a foldable label base attached

to a portable computing device to display labels”, or “a label display cover configured to engage the portable computing device”, as recited in claim 1.

Accordingly, claim 1 along with dependent claims 2-8 are allowable over Eller, and Applicant respectfully requests that the §102 rejection be  
5 withdrawn.

Claim 11 recites a label display system comprising “a foldable label base attached to an electronic device to display required labels”, and “a label display cover configured to engage the electronic device and secure the  
10 foldable label base in the folded second position.”

As described above in the response to the rejection of claim 1, Eller does not show or disclose “a foldable label base attached to an electronic device to display required labels”, or “a label display cover configured to engage the electronic device”, as recited in claim 11.

15 Accordingly, claim 11 along with dependent claims 12-19 are allowable over Eller, and Applicant respectfully requests that the §102 rejection be withdrawn.

#### New Claims

20 New claims 39-51 are presented for examination. Based on the above discussion regarding Eller, Applicant believes that claims 39-51 are also allowable over the references of record.

**Conclusion**

Pending claims 1-8, 11-19, and 21-51 are in condition for allowance.

Applicant respectfully requests reconsideration and issuance of the subject application. If any issues remain that preclude issuance of this application, the

- 5 Examiner is urged to contact the undersigned attorney before issuing a subsequent Action.

Respectfully Submitted,

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